



NEWS

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CHP Unveils Newest Traffic Safety Video – *Red Asphalt V*

SACRAMENTO - Continuing its commitment to providing road safety through driver education, the California Highway Patrol (CHP) today released the latest sequel in the Red Asphalt series – *Red Asphalt V*. This updated video is designed to provide driver education students with a clear understanding of the serious consequences that result from speeding, inattention or impairment behind the wheel.

“This latest video is brutally authentic, showing the uncensored consequences of dangerous driving. We hope it teaches students about the huge responsibility that comes with driving a vehicle,” CHP officer Max Hartley said.

Red Asphalt V is part of a balanced approach by the CHP that combines education efforts, such as this video series, with on-road enforcement efforts. Most of the video’s content was filmed by CHP officers at collision scenes and includes footage of interviews with crash victims’ families, friends and CHP officers who respond to such deadly collisions on a daily basis.

The latest sequel continues a 41-year tradition of showing gritty, real-life (and death) footage taken at crash scenes throughout California. The video premier at the West Sacramento CHP Academy was attended by crash victim family members and CHP officers who provided professional insight in the video.

“We are confident this video will provide students with strong motivations to drive carefully,” said Officer Hartley. “*Red Asphalt V* is a valuable new tool that can help reduce the tragedy that we unfortunately see on California roadways every day.”

The original *Red Asphalt* was produced by the CHP in 1964. Subsequent versions debuted in 1978, 1989 and 1998. The video series has been used extensively in California, in addition to several other states, foreign countries and also by the U.S. Military.

The video was produced under a \$200,000 federal grant administered by the California Office of Traffic Safety. Content and emphasis of the video was guided by input from teen driver focus groups. *Red Asphalt V* was created under the direction of the CHP by contractors Ogilvy Public Relations Worldwide and Bongo Post and Music.

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